

Not Your Daddy's Marketing Company



Clarity for a crowded world™

Daddy never worked here

Daddy was an order taker. Blue Bolt's a pathfinder in a world that requires clarity and agility.

I help people see where they are and where they can go. Companies hire me and my teams to launch new products and services, revive languishing brands, or simply solve communication problems.

***"Fred is a great marketing strategist."
Milt Reeder, Accent Capital Partners***

Look, you make things or deliver a service.

Your work – one way or another – is to get money in exchange for what you make. You know it takes more than putting people on the phone. You know you're up against some really good competition. But you may not know how consumers of any kind compare you to others, sense you're different, quickly understand the value they would be getting from you.

These are not idle inquiries. Answers to them will give you insights where you are today and where you can be tomorrow. The difference between the relevant and the talking head is authenticity. People buy people. So, my first job is to put you in a position to score; and my second is to develop tools – messages, promotional offers, engagement tactics – that will convince your prospects you'll deliver what they want.

“He is a master when it comes to the analysis of complex matters. . . .”

Ron Murphy, CFO & Partner, [Scent Sciences](#)

Da Diff

Theodore Levitt put it very simply: "People don't want to buy a quarter-inch drill. They want a quarter-inch hole." In other words, buyers don't want your product or service so much as they want what *they* want.

Knowing what buyers want is the mother lode of marketing. Learn it, promise it, deliver it, and you'll have customers for life.

"He really listens. He really strives to understand people and what motivates and excites them."

Patti Wipfler, [Hand in Hand](#)

Here's how . . .

- ***A web based video news service*** wanted subscriptions. It welcomed 214,000 committed visitors every month, but only an infinitesimal percent subscribed. In our first discovery, we learned 70% of visitors “registered” but weren’t asked to “subscribe.” The subscription page was difficult to find; and when found did not offer increasing values for different levels of subscription. All of these small missteps contributed to a low subscription rate. So, we cleaned up the navigation; asked for subscriptions (not registrations); and repackaged subscription offers to deliver increased in value at every level. Voila! Subscriptions!
- ***A 41-branch regional bank*** wanted an icon like the Wells Fargo stage coach. I asked execs what their customers wanted, and they said “friendliness.” My research expert asked customers what they got from the bank, and they replied, “accommodation,” “flexibility.” They loved the bank. I advised execs to align their deliverables to their customer’s expectations and my creative team and I developed advertising based on their customers’ trust in the bank.
- ***Sixteen-year, nonprofit Parent Leadership Institute*** was stuck. I talked to clients, and they described PLI’s workshops in glowing terms. However to prospects and funders, PLI was an acronym. My team and I swapped the acronym and its academic messaging for warm and evocative: PLI became Hand in Hand. A new visual brand, extended to publications, business papers, and a web site, communicated the organization’s energy and care for children. Results were dramatic. Book sales and global class enrollments doubled, then tripled. Hand in Hand took off.

Blue Bolt Marketing builds teams to develop targeted, large scale, integrated marketing campaigns. The basis of our consistent success is accurate targeting and compelling messages.

If you'd like to learn more about Blue Bolt Marketing, give me a call at 415-453-2633 or drop me a line at fred@blueboltmarketing.com.



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